



ILHIE Consumer Education Workgroup

In person participants:

Mary Rasmusson	Consultant
Patricia Joseph	Prospex Information
Saroni Lasker	OHIT
Cory Verblen	OHIT
Danny Kopelson	OHIT

Participants via phone:

Esther Sciammarella	Chicago Hispanic Health Coalition
Jennifer Creasey	AARP
Theresa Walunas	CHITREC

Roll call was taken.

Workgroup approved the minutes from the 5/22/2012 meeting.

Danny Kopelson announced that Mary Rasmusson and Patricia Joseph have agreed to be the co-chairs of the ILHIE Consumer Education Workgroup. Their interest in health IT and professional experience in communications will be of tremendous value to leading the group.

Danny Kopelson continued to review the agenda. The workgroup will primarily build alliances with consumer service providing organizations to in-turn educate their consumer base about the Illinois Health Information Exchange.

The two kinds of groups to build alliances with should include large state-wide not-for-profit community providers who work with consumers and IT programs and cyber centers who educate consumers about IT.

Mary Rasmusson suggested Walgreens as a possible alliance partner as they are state-wide and heavily involved in health IT and also likely concerned about educating consumers about health IT.



Jennifer Creasy spoke in regard to AARP and how the workgroup could work effectively with AARP of Illinois. An article in the AARP bulletin reaches 1.8 million consumers, social media opportunities, etc. Jennifer will coordinate a meeting with the Chicago representative when we are ready to discuss further details. Jennifer also works with a healthcare advocates group that included unions and would assist in bringing them to the group as well.

Patricia Joseph suggested we work with large provider groups, hospitals and associations as well. Cory Verblen mentioned that the ILHIE has lists of providers available.

At present the provider educational alliance groups are:

1. Large not-for-profit healthcare organizations such as AARP & Alzheimer's Assn.
2. IT programs and cyber centers
3. Walgreens
4. Large healthcare providers such as physicians groups, hospitals and associations

Danny Kopelson mentioned that ILHIE has national consumer and provider focus group information developed by Ketchum PR contracted through the ONC available to all workgroup members upon request.

Mary Rasmusson commented that we must pitch the benefits of health IT and Patricia Joseph mentioned the importance of messaging over time, addressing issues such as security. More time with patients, more time with doctors etc.

Patricia Joseph suggested email conversations about messaging etc. and Saroni Lasker suggested creating a Google Docs group to share information and keep all things posted in this service. Cory Verblen will create the group and send out information to the workgroup on how to join and share. Patricia also mentioned that it might be helpful to see what other states have developed. Danny Kopelson will research other state educational materials.

Patricia Joseph mentioned a group named Society for Health Participatory Medicine where we could find real life stories about people who could have benefitted by health exchange.

Jennifer Creasey mentioned that she too might find real life stories from AARP.

Esther Sciammarella mentioned being able to distribute information through her network and other Hispanic networks and the importance of Spanish language education.



Danny Kopelson mentioned setting our goals and timing should be adjusted to what this workgroup can accomplish. Education around consent education for providers and for consumers might be needed first. Cory Verblen and Danny Kopelson will speak with Mark Chudzinski, General Counsel about timing for consent.

Patricia Joseph reiterated the “To Do’s”

- Google Page
- Other states materials
- Use cases
- Testimonials
- Identify Media spokespeople
- Gather lists for provider educational alliance groups

Future meetings to be led by Mary Rasmusson and Patricia Joseph.

No public comment.

Meeting adjourned.